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PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In re application of**

Phillip Y. Goldman, et al.)
Serial No.: 09/264,432) Art Unit
Filed: March 8, 1999) 2614
Conf. No.: 3073)
For: SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIVAL SYSTEM DISPLAY)
Examiner: Scott E. Beliveau)
Customer No.: 047973)

AMENDMENT "J" with RCE

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of April 6, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.